

ORDER

**KSNV**

Orders
Order / Rev: 105663
Alt Order #: 06842087
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	14	\$5,685.00	\$4,832.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$5,685.00	\$4,832.25	0.00
Totals	14	\$5,685.00	\$4,832.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	31%	\$5,685.00
Market	100%	\$18,338.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$4,768.06
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$2,934.19
KTUD	1%	\$183.39
KVVU	18%	\$3,300.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,467.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	2	\$90.00	4	0.00	NM	2	\$650.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--WTF--			2			\$90.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	2	\$90.00	4	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$90.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30		(\$90.00)		0.00	NM		
See MG 1.3,1.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30		(\$90.00)		0.00	NM		
See MG 1.3,1.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/14/12		M-F 5-6a WakeUp w/Wagner	5-6a		--WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 1.1,1.2 [REVISED RATE]															
4	KSNV	09/12/12-09/14/12		M-F 5-6a WakeUp w/Wagner	5-6a		--WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 1.1,1.2 [REVISED RATE]															
N 2	KSNV	09/12/12	09/14/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	2	\$175.00	4	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F 6-7a WakeUp w/Wagner	6-7a		--WThF----	:30		(\$175.00)		0.00	NM		
Credited [credit - mg on 6863996]															
2	KSNV	09/10/12-09/16/12		M-F 6-7a WakeUp w/Wagner	6-7a		--WThF----	:30		(\$175.00)		0.00	NM		
Credited [credit - mg on 6863996]															
N 3	KSNV	09/17/12	09/17/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$175.00	4	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		M-F 6-7a WakeUp w/Wagner	6-7a		M-----	:30		(\$175.00)		0.00	NM		
Credited [credit - mg on 6863996]															
N 4	KSNV	09/12/12	09/14/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	2	\$200.00	4	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		Today Show	658a-9am		--WThF----	:30		(\$200.00)		0.00	NM		
Credited [credit - mg on 6863996]															
2	KSNV	09/10/12-09/16/12		Today Show	658a-9am		--WThF----	:30		(\$200.00)		0.00	NM		
Credited [credit - mg on 6863996]															
N 5	KSNV	09/17/12	09/17/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$200.00	4	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		Today Show	658a-9am		M-----	:30		(\$200.00)		0.00	NM		
Credited [credit - mg on 6863996]															
N 6	KSNV	09/16/12	09/16/12		CM	8a-9am	-----S	:30	1	\$1,300.00	3	0.00	NM	0	\$0.00

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N12	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$150.00	4	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$150.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/17/12-09/23/12		Dr. Phil	3-4p		M-----	:30	(\$150.00)	0.00	NM				
Credited [credit - mg on 6863996]															
N13	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$145.00	4	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$145.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/17/12-09/23/12		NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 PM)-----	:30	(\$145.00)	0.00	NM				
Credited [credit - mg on 6863996]															
14	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$175.00		0.00						
N15	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$250.00	4	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/10/12-09/16/12		M-F Early News	5-630p		--WThF----	:30	(\$250.00)	0.00	NM				
Credited [credit - mg on 6863996]															
2	KSNV	09/10/12-09/16/12		M-F Early News	5-630p		--WThF----	:30	(\$250.00)	0.00	NM				
Credited [credit - mg on 6863996]															
N16	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	2	\$230.00	4	0.00	NM	0	\$0.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$230.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/10/12-09/16/12		M-F Jeopardy	630-7pm		--WThF----	:30	(\$230.00)	0.00	NM				
Credited [credit - mg on 6863996]															
2	KSNV	09/10/12-09/16/12		M-F Jeopardy	630-7pm		--WThF----	:30	(\$230.00)	0.00	NM				
Credited [credit - mg on 6863996]															
N17	KSNV	09/12/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	2	\$230.00	4	0.00	NM	0	\$0.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$230.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/10/12-09/16/12		M-F Wheel	7-730pm		--WThF----	:30	(\$230.00)	0.00	NM				
Credited [credit - mg on 6863996]															
2	KSNV	09/10/12-09/16/12		M-F Wheel	7-730pm		--WThF----	:30	(\$230.00)	0.00	NM				
Credited [credit - mg on 6863996]															
N18	KSNV	09/12/12	09/14/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	2	\$125.00	4	0.00	NM	0	\$0.00

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FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		2				\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12	FacetoFace/Ralston Report			730-758pm	--WThF----	:30		(\$125.00)		0.00	NM		
	Credited [credit - mg on 6863996]														
2	KSNV	09/10/12-09/16/12	FacetoFace/Ralston Report			730-758pm	--WThF----	:30		(\$125.00)		0.00	NM		
	Credited [credit - mg on 6863996]														
19	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
	VEGAS INC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$100.00		0.00			
20	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
	THE VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$2,400.00		0.00			
N21	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	0	\$0.00
	SUN NIGHT FTBL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12	NFL Football			1P-9PM	-----Su	:30		(\$4,000.00)		0.00	NM		
	Credited [credit - mg on 6863996]														
22	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	2	\$255.00	4	0.00	NM	2	\$510.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		2				\$255.00		0.00			
N23	KSNV	09/12/12	09/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$110.00	4	0.00	NM	0	\$0.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		1				\$110.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12	The Tonight Show			1135p-1237a	--WThF----	:30		(\$110.00)		0.00	NM		
	Credited [credit - mg on 6863996]														
N24	KSNV	09/17/12	09/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$110.00	4	0.00	NM	0	\$0.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$110.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12	The Tonight Show			1135p-1237a	M-----	:30		(\$110.00)		0.00	NM		
	Credited [credit - mg on 6863996]														
25	KSNV	09/12/12	09/14/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
	TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		1				\$325.00		0.00			

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25	KSNV	09/12/12	09/14/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F Today Show III 4th Hr		10am-11am	--WThF----	:30		(\$325.00)		0.00	NM		
See MG 25.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12		M-F Today Show III 4th Hr		10am-11am	--WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 25.1 09/14															
[revised rate]															
26	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-WTF--	:30	2	\$125.00	3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/11/12	09/17/12	M-WTF--	2		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/11/12-09/17/12		M-F 5-6a WakeUp w/Wagner 5-6a			M-WThF----	:30		(\$125.00)		0.00	NM		
See MG 26.3,26.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/11/12-09/17/12		M-F 5-6a WakeUp w/Wagner 5-6a			M-WThF----	:30		(\$125.00)		0.00	NM		
See MG 26.3,26.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/17/12		M-F 5-6a WakeUp w/Wagner:5-6a			M-WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 26.2,26.1															
[REVISED RATE]															
4	KSNV	09/12/12-09/17/12		M-F 5-6a WakeUp w/Wagner:5-6a			M-WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 26.2,26.1															
[REVISED RATE]															
													Totals	14	\$5,685.00